

JANUARY 1995 SHIPMENT SUMMARY VOLUME & SHARE

As of 1/31/95

	VOLUME				VOLUME % CHANGE			
	<u>JAN.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>JAN.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry	33,300	115,159	33,300	486,301	-9.2%	-6.7%	-9.2%	2.6%
PM	15,261	52,512	15,261	218,657	-4.6%	-5.1%	-4.6%	8.5%
RJR	8,623	29,355	8,623	128,478	-19.5%	-13.8%	-19.5%	-10.4%
B&W	6,249	21,819	6,249	91,384	-5.0%	-1.8%	-5.0%	8.4%
Lorillard	2,645	8,886	2,645	36,606	0.7%	-0.2%	0.7%	9.7%
Liggett	516	2,563	516	11,078	-32.1%	-13.3%	-32.1%	-0.9%

	SHARE				SHARE CHANGE			
	<u>JAN.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>JAN.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
PM	45.83	45.60	45.83	44.96	2.21	0.79	2.21	2.44
RJR	25.90	25.49	25.90	26.42	-3.30	-2.08	-3.30	-3.84
B&W	18.76	18.95	18.76	18.79	0.83	0.95	0.83	1.00
Lorillard	7.94	7.72	7.94	7.53	0.78	0.51	0.78	0.48
Liggett	1.55	2.23	1.55	2.28	-0.52	-0.17	-0.52	-0.08

Based on Preliminary MSA Estimates

Month 1/31/95/EJ

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JANUARY 1995 PREMIUM SHIPMENT SUMMARY VOLUME & SHARE

As of 1/31/95

	VOLUME				VOLUME % CHANGE			
	JAN.	3MM	YTD	12MM	JAN.	3MM	YTD	12MM
Industry	23,286	79,017	23,286	329,038	-5.5%	-3.9%	-5.5%	8.5%
PM	12,590	42,920	12,590	176,895	-1.8%	-1.6%	-1.8%	16.3%
RJR	5,290	17,974	5,290	76,768	-16.0%	-9.9%	-16.0%	-5.9%
B&W	2,743	8,933	2,743	37,476	-2.4%	-4.9%	-2.4%	9.0%
Lorillard	2,524	8,503	2,524	35,023	0.3%	-0.6%	0.3%	9.6%
Liggett	134	666	134	2,781	-26.0%	-3.2%	-26.0%	-12.7%

	SHARE				SHARE CHANGE			
	JAN.	3MM	YTD	12MM	JAN.	3MM	YTD	12MM
PM	54.07	54.32	54.07	53.76	2.02	1.27	2.02	3.62
RJR	22.72	22.75	22.72	23.33	-2.84	-1.51	-2.84	-3.57
B&W	11.78	11.31	11.78	11.39	0.37	-0.12	0.37	0.05
Lorillard	10.84	10.76	10.84	10.64	0.62	0.36	0.62	0.10
Liggett	0.58	0.84	0.58	0.85	-0.16	0.01	-0.16	-0.21

Based on Preliminary MSA Estimates

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MonthPrem 1/31/95/EJ